

**BRIGHT AGE WORKS WITH NEW LOCAL MAGAZINE TO ACQUIRE A HYPER-TARGETED AUDIENCE THAT ENGAGES WITH RELEVANT CONTENT ABOUT THE COMMUNITY ON THE WOODLAND HILLS MAGAZINE WEBSITE AND SOCIAL MEDIA PAGES.**

**WOODLAND HILLS MAGAZINE HIGHLIGHTS THE BEST OF WOODLAND HILLS, WEST HILLS, AND CANOGA PARK. WITH LOCALLY RELEVANT CONTENT, THE MAGAZINE HAS AN INTERACTIVE AUDIENCE INTERESTED IN NEWS, RESTAURANTS, EVENTS, AND MORE.**

**Company Background**

Woodland Hills Magazine launched as a new digital publication in 2014, bringing interesting and relevant stories, updates, events, and more to the local community. In the quickly growing geographic area, there was a need for a news publication that highlights the exciting events and local businesses that Woodland Hills has to offer. The articles featured on the site aim to bring out the best of the city, ranging from restaurants to stores to current events. The magazine continued to publish intriguing articles, but there was a need for increased exposure.



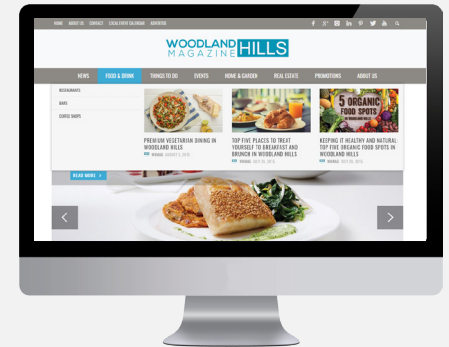
**The Challenge**

How does a new magazine break through the clutter of the thousands of other publications? While Woodland Hills Magazine was producing great content, the audience was small and hardly grew throughout the first several months after the launch of the magazine's website. As an online news source, Woodland Hills Magazine wanted to acquire an audience that was both interested in the local community and socially active. There was a high demand for a magazine of this nature, it just needed to be put in front of the right people. In 2014, the magazine launched as a brand new website without any following on their social channels, but once the publication became established and professional, it was time to build a hyper-targeted audience.

**The Solution**

Bright Age developed a digital marketing strategy during the summer of 2015 for Woodland Hills Magazine. With The Village at Westfield Topanga, a brand new open open-air shopping and entertainment center, coming to the middle of the community it was a perfect time to launch a marketing campaign to increase their audience. Knowing that the local community was interested in the stores and restaurants coming to this exciting outdoor mall area, we planned to use this momentum to build awareness for Woodland Hills Magazine. There were two primary strategies implemented during the campaign: social media marketing and search engine optimization.

Using Facebook's targeting abilities, we created custom audiences to show our advertisements for the new magazine. The messaging strategy was equally as important as the targeting, as we teased the audience to like the Facebook page in order to find out what stores were coming to The Village. By teasing the audience, we sparked an interest and created a topic of conversation to engage them. Fans were now interacting with



**CHALLENGE**

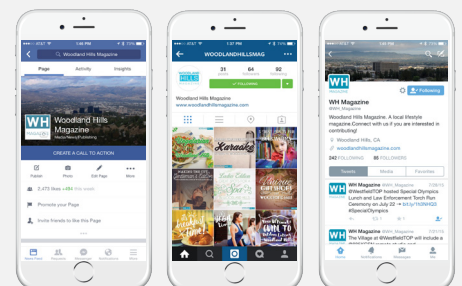
There are thousands and thousands of magazines for people to read, so as a new publication Woodland Hills Magazine needed to find a way to grab the attention of readers. Although the articles and stories being produced were relevant and of high quality, there was not nearly enough exposure. This is when Woodland Hills Magazine turned to Bright Age Digital Creative Agency.

**SOLUTION**

Bright Age developed a customized digital marketing strategy for Woodland Hills Magazine, utilizing social media advertising and search engine optimization. Throughout the campaign we teased the audience about the new open-air shopping and entertainment center coming to their community. With hyper-targeted Facebook advertising and teasing an exciting story, website traffic and social media following quickly increased.

**RESULTS**

- Over 15,000 Monthly Page Views
- Over 2,000 Page Likes in One Month
- Over 200,000 Facebook Impressions
- Multiple Posts Receiving 100 Likes & Shares



the magazine, anticipating what new information they would reveal. Now that a social following had been built, Bright Age produced social media posts for each of the articles published on the site in order to increase web traffic.

It is a difficult challenge to build a news publication starting without a base audience, but with professional search engine optimization, Bright Age was able to make Woodland Hills Magazine discoverable. By integrating optimized keywords and phrases within the articles, Bright Age was able to move the magazine up the ranks of Google search results. With content applicable to the searching audience, the website traffic would grow, and readers would share the entertaining articles.



**The Results**

The growth of Woodland Hills Magazine throughout July 2015 was staggering. Prior to Bright Age’s marketing campaign and aggressive social media push, the magazine had only a few hundred followers and was receiving less than one thousand website visits per month. But throughout the next month we had fans engaging with posts, asking questions about the community, and sharing the magazine’s content. If someone in the local community was searching Google for local stores or news, they would be sure to come across one of the many Woodland Hills Magazine articles. The up and coming digital publication now has an interactive audience and a professional feel.



By launching Bright Age’s digital marketing strategy, Woodland Hills Magazine had over 15,000 website views during the month of July, a 250% increase from the previous month! The social media channels also had incredible results, increasing Facebook to over 2,000 Page Likes in just a one month span. With some of the posts receiving over 100 Likes and over 100 Shares, the amount of organic impressions is continuing to grow every day. While the magazine only received a few hundred Facebook impressions during June, the month of July resulted in over 200,000 impressions. Woodland Hills Magazine now has an audience that has expressed interest in the local community and interacts with the content.

**SUBSCRIBER DEMOGRAPHICS**

COLLEGE EDUCATION

60%

HOMEOWNERS

75%

MARRIED

70%

HOUSEHOLD SIZE

1-2 PEOPLE



MONTHLY PAGE VIEWS

15,128



MONTHLY SESSIONS

10,107



MONTHLY FACEBOOK IMPRESSIONS

220,753